

**ABSTRACT OF THE DISCLOSURE**

An automotive transmission shift controller to reduce a shift shock occurring while shifting from a reverse driving range to a forward driving range, and to improve durability at the same time.

The controller detects a shift lever position, an engine revolution speed, a throttle valve opening, and a speed of the vehicle, and performing a shift control operation for shifting into a first gear if the shift lever is changed from a reverse driving range to a forward driving range and the engine revolution state is an idling state, and if the detected throttle valve opening and the vehicle speed respectively are not more than predetermined values.